EXHIBIT I

America Online

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This document consists of 7 pages including the cover sheet

I am only faxing the pages with comments.

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Elsevier, Amsterdam, Netherlands, 1997; and Berger, F.C. et al., Personalized Search Support for Networked Document Retrieval Using Link Inference, Database and Expert Systems Applications. 7th International Conference, DEXA '96 Proceedings, p. 802-11, Springer-Verlag, Berlin, Germany, 1996.

It would be advantageous to provide a system and an associated method which provides an enhancement to a search system, wherein a user may specify one or more search parameters, and wherein the user-specified search parameters are integrated into a search query based, on the subject matter of that query. The development of such a search enhancement system would constitute a major technological advance.

As well, it would be advantageous to provide a system and an associated method which provides an enhancement to a search system, wherein a user may specify one or more search parameters, and wherein the user-specified search parameters are integrated into a search query based, on the subject matter of that query, in which the subject matter is either explicitly determined or is implicitly determined, based upon user input. The development of such a search enhancement system would constitute a further technological advance.

Furthermore, it would be advantageous to provide a system and an associated method which provides an enhancement to a search system, in which general search parameters are solicited from a user before a particularized search, and wherein the solicited search parameters are associated with the user and are available for automatic integration into future particularized searches initiated by the user. The development of such a search enhancement system would constitute a further technological advance.

In addition, it would be advantageous to provide a system and an associated method which provides an enhancement to a search system, in which general search parameters are solicited from a user before a particularized search, and wherein the solicited search parameters are associated with user selectable editorial content, such

↑ this might filter up front or following a search -- such as a button as for delivery to the user and/or to other recipients, and are available for automatic integration into future particularized searches, such as initiated by the user or by other recipients. The development of such a search enhancement system would constitute a further technological advance.

- people in my network
- people w/ my area code etc.

SUMMARY OF THE INVENTION

The system and method comprises enhancement of results for a search engine, wherein the results from the search engine are refined or reorganized, based upon information from an identified secondary source. The results obtained using a conventional search are compared against the identified secondary source, *e.g.* a ratings service, and are filtered and/or sorted appropriately. In some embodiments, identification of the secondary source, such as a ratings service comprising information which may supplement the subject of a search query, is based upon information entered by the user. In alternate embodiments, the secondary source is associated with a user, as part of general user-specified search parameters, wherein one or more parameters are consulted automatically for searches for appropriate subject matter.

BRIEF DESCRIPTION OF THE DRAWINGS

Figure 1 is a schematic view of a system for customizing results received from a search engine, wherein the customization comprises refinement of the search results based upon information received from an external source;

Figure 2 is a schematic view of an alternate system for customizing results received from a search engine, wherein the customization comprises an organization of the search results based upon information received from an external source;

Figure 3 is a schematic diagram of user identification, *i.e.* selection, of an external source within a system for further acting upon results received from a search engine;

results 14 of a general search 24 for any lodging that otherwise meets the search parameters 108,106 (FIG. 9, FIG. 10, FIG. 11) within a search query 13. Results from a conventional search engine 12 may therefore be refined 22a and/or reorganized 22b, based on data 18 independently maintained by a ratings service 16.

In alternate system embodiments 10, information 18 received from an external source 16 is integrated within a search query 13, such that the search 24 is enhanced by the information 18, whereby the results 14 of the search 24 may be inherently refined 22a and/or organized 22b as a function of the information 18 received from an external source 16. For example, information 18 received from a user-selected source 16 may be consulted when performing a search 24, such that a set of one or more search results 14 complies with a search query 13 comprising both search parameters 108,106 entered by a user USR, in addition to meeting parameters imposed by the information 18 received from the external source 16.

For example, in a similar user-initiated search 13a for lodging in Austin, Texas, a user specified source 16 which comprises rating information 18 of lodgings can alternately be included in the search 24, *i.e.* to refine or organize the search results 14, whereby the results of the general search 24 meet the user-specified search parameters 108,106, and also comply with rating information 18 provided by a selected ratings service 16.

Can combine with other "policy information" such as those approved by accounting dept to be written per agreement!

Figure 3 is a schematic diagram 30 of user identification, *i.e.* selection 33 of an external source 16 within a system 10 for further acting 22 upon results 14 received from a search engine 12. A user USR typically interacts with the system 10 through a terminal 32, such as a personal computer, laptop computer, or other networked device, such as a personal digital assistant or network enabled portable phone.

Through user identifier input 33, the system 10 determines one or more selected external sources 16, either directly, *e.g.* through explicit entry of the identity of a source 16, or indirectly, *e.g.* through an implicit determination of an identity of a source 16, such as through the determination of subject matter of a search query 13, and a determination of one or more sources 16 that have information 18 which pertains to the determined subject matter.

The system 10 retrieves information 38 from an external source 16, such as though a an information query 36. Based upon data received 38 from a selected source 16, the system 10 returns 41 enhanced search results 40, *e.g.* such as returning 41a to the user USR, through the terminal 32, and/or by delivering results 41b to one or more recipients RCP, such as through terminals 32.

zipcode

In some system embodiments 10, recipients RCP are explicitly determined by the user USR. In other system embodiments 10, recipients RCP may be inferentially determined by the user USR, such as comprising one or more recipients RCP that are associated with the user USR, *e.g.* such as a network of friends, family, peers, students, and/or business associates. For example, a query 13 from a user USR regarding museums in Paris, France may be refined 22a or ranked 22b, and then may be forwarded 40b to recipients RCP, such as to recipients RCP that choose 86 (FIG. 7) to receive 41b, or are chosen to receive 41b, the information.

In some system embodiments 10, recipients RCP may be inferentially determined by the search parameters or search results, such as comprising a one or more recipients RCP for which editorially ranked 22a or sorted 22b content 40 is determined to be valid. For example, a query 13 from a user USR regarding museums in Paris may be refined 22a or ranked 22b, and then may be forwarded 40b to recipients RCP, such as to recipients RCP that have expressed interest in art, and/or France, such as through recipient input 86 (FIG. 7).

The search enhancement system 10 may therefore be preferably used to provide editorially refined 22a or ranked 22b results, as a result of a user selectable editorial search 13,22, for delivery to the user USR and/or to one or more recipients RCP.

may be made, such that a user USR can select one or more sources 16 which can be used to refine 22a and/or organize 22b the results of a search 24.

As seen in Figure 10, the enhanced search system source selection screen 120 preferably displays entered search parameters 106,108, and may also display a search subject 124, *e.g.* such as but not limited to travel, cuisine, technical, biographical, cultural, or business subjects. The search subject 124 may be determined either explicitly or implicitly from the search parameters 106,108, or may otherwise be selected or determined, such as by user subject selection control 125. The system source selection screen 122 shown in Figure 10 also comprises a secondary source selection 112, from which one or more subject selections 116a-116j may be made by a user USR. The exemplary subject selection option 114a shown in Figure 10 corresponds to one or more travel related source selections 116, *e.g.* 116a-116j, based on the determined subject 124. The enhanced search system source selection screen 120 also comprises a refine results control 126 and an enhanced search control 128, whereby a user USR can control search refinement or organization 22, based upon source selections 116.

Figure 11 is a schematic diagram 130 of a primary search result screen 132 further comprising enhanced source solicitation control 126,128. As described above, a search 24 which comprises only primary search parameters 108, *e.g.* 108,108b, such as within a search string 106, may often yield a large found set 138 of results 134, *e.g.* 134a-134j. In some embodiments of the enhanced search system 10, such as integrated with a conventional search engine 12, an enhancement of a search 24 may comprise processing 22, *e.g.* refinement 22a and/or organization 22b, of a found set 138 from a search 24. The enhanced source solicitation control 126,128 shown in the primary search result screen 132 allows a user USR to operate 22 on the results of a search 24, such as by navigation to ~~a enhanced~~ search system source selection screen 120, as seen in Figure 10.

need to always carry through the nature of Energy [illegible] code stuff from p. 19

standard, *i.e.* non-enhanced, search results 73, parameter prompts 184, source identification inputs 33, and/or the return 41a,41b of enhanced results 40.

The enhanced search system 10 shown in Figure 15 provides user selected editorial searches, *e.g.* such as editorially ranked content, *i.e.* editorial commentary, corresponding to user input, which can then be returned 40a to the user USR, or sent 40b to recipients RCP, such as to send to selected peer recipients RCP of the user USR. In some system embodiments, the recipients RCP comprise one or members of a network of people associated with a user USR, *e.g.* such as node recipients RCP in a network of people with similar interests, or a chain of friends, *e.g.* such as established through the Internet, *e.g.* friendster.com. or by returning results filtered in part by most popular places in the persons personal network

In the exemplary process 200 shown in Figure 16, a user USR is preferably able to initially store 202 user-specified search parameters 148. When a user USR initiates a search query process 52, an identification of the subject matter may also be identified 204, such as through explicit entry, *e.g.* through subject selection 125 (FIG. 10), or through an implicit determination 206 at the application module 46, *e.g.* based upon the entered search parameters 108 and parameter string 106. If the subject matter of the query is not 210 determined, the application module 46 solicits 212 and receives 214 the subject matter from the user USR. If the subject matter of the query is 216 determined, the system 10 selects 212 one or more user-specified search parameters 148 based on the subject matter, either for refinement 22a, sorting 22b of search results 14, or for integration 210 of the selected user-specified search parameters 148 with a query 13.

Upon receipt 33 of source identification from a user USR, the application module 46 typically sends a data query 36 to any identified sources 16, if the available data 18 from an identified source 16 is not yet available. Upon a data query 36, the data 18 is sent from an identified source 16, either to be included in a search query 13, or to be used in the processing 22 of search results 14. The application module 46 produces 22 the enhanced results 40, which are then sent 41, such as by returning 41a the